



Swarovski Gets to the “Heart” of the Matter

Swarovski, the world leader in cut crystal, is a proud partner of the National Heart, Lung, and Blood Institute's (NHLBI) *The Heart Truth* campaign and a co-sponsor of *The Heart Truth's* Red Dress Collection 2006. A Daniel Swarovski cocktail dress, designed by Swarovski's Creative Director Rosemarie Le Gallais and worn by Fergie of the Black Eyed Peas, will grace the runway this year for the first time.

Swarovski has also created the 2006 *Power of Love* Collection to help raise awareness about women and heart disease. The jewelry collection includes the Little Red Dress Pin, the Annual Edition 2006 heart pin, delicate heart earrings, a charm bracelet and a stylish heart ring. The home collection includes a crystal heart ornament, as well as a flower paperweight with a heart shaped center. Swarovski will make a donation of \$100,000 to the American Heart Association (a founding partner of *The Heart Truth*) from the sales of the collection.

To purchase your Swarovski *Power of Love* fashion and home accessories visit a local Swarovski retailer (call 1-800-426-3088 for locations) or visit www.swarovski.com.

Additionally, consumers who purchase items from the *Power of Love* collection will receive a Red Dress Wallet Card that includes a message encouraging women to take charge of their heart health and talk to their doctors about risks.

Since 2003, Swarovski has donated more than \$750,000 to the issue of women and heart disease awareness.

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For more than a 100 years, Swarovski, the Austrian family company based in Wattens in the Tyrol, has been the world's leading brand for cut crystal. Crystal jewelry stones and crystalline semi-finished goods for the fashion, jewelry and lighting industries are as much a part of the company's product range as gift articles, home accessories, and collectibles fashioned from faceted crystal. Swarovski's artistic and design abilities are evident in Daniel Swarovski Paris and Swarovski Jewelry, the company's accessory and jewelry ranges. Since 1995 visitors have been able to enjoy the ultimate crystal experience at the Swarovski Crystal Worlds. The Swarovski group also includes Tyrolit, which produces grinding tools and abrasives, and Swarovski Optik, the company's optics division, with its precision optics for hunting and nature observation. In 2004 Swarovski achieved group sales of Euro 1.83 billion with a total of 16,000 employees. For more information about Swarovski, visit the company's Web site at www.swarovski.com

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